

REMARKS

Applicants have carefully reviewed the Office Action dated April 23, 2003. Applicants have amended Claims 1, 2, 4, 5, 7, and 8 and cancelled Claims 6 and 10 - 18 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

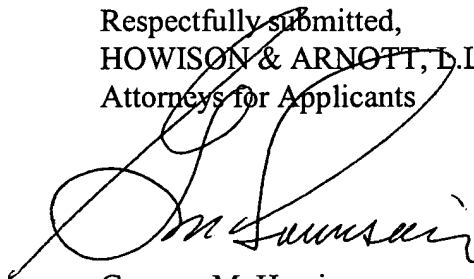
Claims 1-18 stand rejected under 35 U.S.C. §102(b) as being anticipated by *Golden et al.* This rejection is respectfully traversed with respect to amended claims. Claims 6 and 10-18 have been cancelled to facilitate the prosecution of this case.

Applicants present inventive concept, as set forth in the amended claims, is directed toward a system wherein a software is provided that has a unique ID associated therewith. Profile information is associated with the unique ID either at the software application or at a remote server. When a user accesses a website of a vendor, the user ID is passed to that website and the website can then utilize that user ID in order to obtain profile information about the user. The user's computer then logs this activity in association with the user ID.

The *Golden* reference is a reference that provides a coupon which has a unique "coupon" ID associated therewith that is unique to the coupon itself. This ID has no association with the user. A bar code is issued a serial number and a PIN number is associated uniquely to an individual consumer. Upon use of the coupon, usage history can be stored at a predetermined location. However, there is no disclosure in *Golden* that sets forth the concept of transmitting the user ID to a vendor site, which vendor site then utilizes this user ID for the purpose of presenting information back to the user. Nor does *Golden* disclose using the user ID to go out and obtain user profile information and then utilize this user profile information to filter or customize the data. As such, Applicants believes that *Golden* fails to anticipate or obviate the present invention as defined by the amended claims and, therefore, Applicants request the withdrawal of the 35 U.S.C. §102 with respect thereto.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,733 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
HOWISON & ARNOTT, L.L.P.
Attorneys for Applicants

A handwritten signature in black ink, appearing to read 'G. Howison', is written over the typed name and firm name.

Gregory M. Howison
Registration No. 30,646

GMH:keb

P.O. Box 741715
Dallas, Texas 75374-1715
Tel: 972-479-0462
Fax: 972-479-0464
July 30, 2003